MA

Screen Interview No. _____

Job No. 861 February, 1956 Number _____ Place _____

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION _____ 10–1

OVERSAMPLE _____ 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. _____ 11–1

3 mos. — less than 9 mos. _____ 2

9 mos. — less than 1½ yrs. _____ 3

1½ yrs. — less than 2½ yrs. _____ 4

2½ yrs. — less than 3½ yrs. _____ 5

3½ yrs. or more _____ 6

Don't know _____ 7

5. Why did you first start to smoke filter tips regularly?

_____ 12–

_____ 13–

Don't know _____ 13–Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) _____ 14–1

Camels _____ 2

Chesterfield:

Regular _____ 3

King _____ 4

Herbert Tareyton _____ 5

Kool _____ 6

Lucky Strike _____ 7

Old Gold:

Regular _____ 8

King _____ 9

Pall Mall _____ 15–1

Philip Morris:

Regular _____ 2

King _____ 3

Spud _____ 4

Other regular _____ 5

Other king _____ 6

No regular brand _____ 7

Don't know _____ 8

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Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

7a. Here is a card with a list of brands on it. **(HAND RESPONDENT WHITE CARD)** Are there any brands on that list you have never heard of?

	7a. Never heard of	7b. Never tried	8a. Brand started on	9a. First switch	10a. Second switch	11a. Present	13a. Have smoked regularly	13a. Tried but never smoked regularly		Don't know
Commander	16–1	18–1	20–1	22–1	24–1	26–1	28–1	2		3
Du Maurier	2	2	2	2	2	2	4	5		6
Encore	3	3	3	3	3	3	7	8	(Ask b for	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Parliament and/or	Y
Kent	5	5	5	5	5	5	29–1	2	Marlboro and one	3
Kool	6	6	6	6	6	6	4	5	other brand if	6
L & M	7	7	7	7	7	7	7	8	"X'd")	9
Marlboro (filter)	8	8	8	8	8	8	0	X		Y
Old Gold (filter)	17–1	19–1	21–1	23–1	25–1	27–1	30–1	2		3
Parliament	2	2	2	2	2	2	4	5		6
Spud	3	3	3	3	3	3	7	8		9
Viceroy	4	4	4	4	4	4	0	X		Y
Winston	5	5	5	5	5	5	31–1	2		3
Other filter	XXX	XXX	6	6	6	6	4	5		6
No regular brand	XXX	XXX	(Skip 7 to 11) 7	7	7	7	XXX	XXX		XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12) 8	(Skip 8 to 11c) 8	(Skip 8 to 11c)	XXX	XXX		XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX		XXX
Don't know	XXX	XXX	(Skip 0 to 9a) 0	Skip 0 (to 10a)	0	(Skip 0 to 11c)	XXX	XXX		XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) **(RECORD ABOVE IN 7b COLUMN)**

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?

Parliaments:

32–

33–

None or don't know 33–Y

Marlboro:

34–

35–

None or don't know 35–Y

Other:

36–

37–

None or don't know 37–Y

8a. What was the first filter-tip brand you smoked regularly? **(RECORD ABOVE IN 8a, COLUMN)**

b. Why did you choose (brand in 8a) as your regular brand?

38–

39–

Don't know 39–Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? **(RECORD ABOVE IN 9a, COLUMN)**

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40–

41–

Don't know 41–Y

Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42–

43–

Don't know ____ 43–Y

11a. And your present brand is _____ — is that right? (RECORD AT LEFT IN 11a, COLUMN)

b. Why did you switch to that brand from your previous brand?

44–

45–

Don't know ____ 45–Y

c. How long have you been smoking your present brand?

Less than 3 mos.	46–1
3 mos.—less than 9 mos.	2
9 mos.—less than 1½ yrs.	3
1½ yrs.—less than 2½ yrs.	4
2½ yrs.—less than 3½ yrs.	5
3½ yrs.—or over	6
Don't know	7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47–

48–

Don't know ____ 48–Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a, COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Parliaments, Marlboro, other) as your regular brand?

Parliaments:

49–

50–

Don't know ____ 50–Y

Marlboro:

51–

52–

Don't know ____ 52–Y

Other:

53–

54–

Don't know ____ 54–Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55–1	57–1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56–1	58–1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip to 15)
Don't know	Y	Y (Skip to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59–

60–

Don't know ____ 60–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

15. Here is a card with a list of words and phrases. **(HAND RESPONDENT YELLOW CARD)** Which of these words and phrases would you use to describe (Marlboro, etc.)? Any others? Which of the words and phrases on the card would you use to describe (Parliament, etc.)? **(ROTATE ORDER OF BRANDS ASKED)**

	Marlboro	Parliament	Viceroy	Winston
1. Tastes like a real cigarette	11–1	14–1	17–1	20–1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12–1	15–1	18–1	21–1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13–1	16–1	19–1	22–1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a truck driver, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card **(HAND RESPONDENT PINK CARD)** would you buy for (a truck driver, etc.) (even if you don't actually know one)?

	Truck driver	Doctor	Stenographer	Bank president
Du Maurier	23–1	24–1	25–1	26–1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? **(HAND RESPONDENT PINK CARD)**

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27–1	28–1	29–1	30–1	31–1	32–1	33–1	34–1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	9	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

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Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them ____ 35–1

OR

A few stores don't carry them, but most stores do ____ 2

OR

While many stores do carry them, a lot of stores don't ____ 3

OR

Only a few stores carry your regular brand ____ 4

Don't know ____ 5

b. Did you buy any filter tip cigarettes yesterday, either for yourself or someone else?

Yes ____ 36–1 (Ask c)

No ____ 2 } (Skip to 19)

Don't know ____ 3 }

c. How many did you buy?

By the pack		By the carton	
1 pack	37–1	1 carton	5
2 packs	2	2 cartons	6
3 - 9 packs	3	3 or more cartons	7
10 or more packs (not carton)	4	Don't know	8

d. Where did you buy them?

Drugstore	38–1	Vending machine	4
News-cigar stand or store	2	Other	5
Grocery store or supermarket	3	Don't know	6

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others ____ 39–1 (Ask b)

All the same ____ 2 } (Skip to 20)

Don't know ____ 3 }

19b. Which filter tip brands would you say are the higher-priced brands?

	b. Higher priced	c. Good buy for money	c. Not a good buy	c. Don't know
Du Maurier	40–1	42–1	2	3
Encore	2	42–4	5	6
Herbert Tareyton (filter)	3	42–7	8	9
Kent	4	42–0	X	Y
L & M	5	43–1	2	3
Marlboro	6	43–4	5	6
Old Gold (filter)	7	43–7	8	9
Parliament	8	43–0	X	Y
Regent	41–1	44–1	2	3
Sano (filter)	2	44–4	5	6
Viceroy	3	44–7	8	9
Vogue	4	44–0	X	Y
Winston	5	45–1	2	3
Other	6			
Don't know	7			

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price? (RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?

Parliaments:

46–

47–

Don't know ____ 47–Y

Marlboros:

48–

49–

Don't know ____ 49–Y

Other:

50–

51–

Don't know ____ 51–Y

10017511940

Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. **(HAND RESPONDENT GREEN CARD)** Which one of these do you think would do the best job of filtering?

	a. Best	c. Worst
Activated charcoal filter	52–1	53–1
Asbestos	2	2
Cellulose acetate filter	3	3
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7	7
Don't know	8	8
	(Ask b)	(Ask d)
	(Skip to c)	(Skip to 21)

b. Do you happen to know a brand which uses that material in its filter? **(If "yes")** What brand?

	b. Has best	d. Has worst
Yes:		
Du Maurier	54–1	56–1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55–1	57–1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering **(RECORD ABOVE)**

d. Can you think of a brand which uses that material in its filter? **(If "yes")** What brand? **(RECORD ABOVE)**

21. Do you usually smoke a regular-size or a king-size cigarette?

Regular size	61–1	Long-size (vol.)	4
King-size	2	Either	5
In-between	3	Don't know	6

22 What is your occupation?

Executive and professional	62–1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

23a. Are you married or single?

Married	63–1	(Ask b)
Single	2	(SKIP TO INSTRUCTION BOX TOP OF NEXT PAGE)
Divorced	3	
Widowed	4	

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64–1
Does not live with respondent (vol.)	2

Smokes:

Du Maurier	65–1	Regent	66–1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001751941

Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

ALL MARLBORO SMOKERS _____67–7 (Ask 27)
(BLUE AND MARLBORO)

27. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the new Parliament and 5 packages of Marlboros. Of course, the price varies somewhat from store to store, but present Parliaments sell for about (_____) around here, while most brands of filter-tip cigarettes like Marlboros sell for about (_____). These new Parliaments would sell for (_____). I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which you prefer. When would be a good time for me to call?

Marlboro price plus 4¢

Name of Respondent: _____

Street: _____

Town: _____

Callback date: _____

Time: _____

FACTUAL

Sex:
Male _____ 68–1
Female _____ 2

Age:
18-24 _____ 68–3
25-34 _____ 4
35-49 _____ 5
50 and over _____ 6

Economic level:
A _____ 68–7
B _____ 8
C _____ 9
D _____ 0

Race:
White _____ 68–X
Negro _____ Y

Interview Date _____
(month) (day)

Interviewer's Initials _____

10017519 42

Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

We are testing several different kinds of cigarettes so I'd like to check to see just which ones I gave you. I think I gave you some new Parliaments which would sell for (_____), less than the (_____) which existing Parliaments sell for, but more than the (_____) which Marlboros sell for around here. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	Marlboro	Parliament	
None	11–1 (Ask b)	11–6	(Ask b)
Less than 1 pack	2	7	(Skip to 29)
1 to less than 3 packs	3	8	
3 packs or over	4	9	
Don't know	5	0	

b. Why haven't you smoked any of (these, the) cigarettes?

Marlboro

12–

13–

Don't know 13–Y

Parliament

14–

15–

Don't know 15–Y

Both

16–

17–

Don't know 17–Y

IF SMOKED NO PARLIAMENTS, TERMINATE.

29a. Leaving aside the difference in price, which of these two cigarettes do you like better?

Parliaments	18–1	(Ask b)
Marlboros	2	(Skip to 31)
No difference	3	(Skip to 30)
Don't know	4	

b. Would you say you like these Parliaments a lot better or only a little better than Marlboros?

Lot better 19–1

Little better 2

Don't know 3

c. Why do you like these Parliaments better than Marlboros?

20–

21–

Don't know 21–Y

30. If these new Parliaments were available at ¢ cents more than Marlboros, do you think you would switch to them or would you continue to smoke Marlboros?

Switch to Parliaments	22–1	(Skip to 35)
Continue with Marlboros	2	
Don't know	3	

31a. Would you say you liked Marlboros a lot better or only a little better than these new Parliaments?

Lot better 23–1

Little better 2

Don't know 3

b. Why do you like Marlboros better than these new Parliaments?

24–

25–

Don't know 25–Y

QUESTIONS 32-34 OMITTED ON THIS FORM.

ASK OF EVERYBODY

35. What things, if any, don't you particularly like about the new Parliaments?

28–

29–

Don't know 29–Y

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? **(HAND RESPONDENT YELLOW CARD)**

1. Tastes like a real cigarette	30–1
2. Man's cigarette	2
3. The cleanest smoke	3
4. High class	4
5. Snobbish	5
6. Poorly made	6
7. Too expensive	7
8. Good value for money	8
9. Hard to draw on	9
10. Good flavor	0
11. Not enough taste	X
12. More attractive tip	Y
13. Too strong	31–1
14. Superior quality	2
15. Odd or peculiar taste	3
16. Mild	4
17. Up-to-date	5
18. Distinctive	6
19. Satisfying	7
20. Easy to draw on	8
21. Popular with women	9
22. For me	0
23. Not for me	X
None or don't know	Y

10017751943

Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000

37a. Which did you think was better as far as taste or flavor is concerned, the Parliaments or the Marlboros?

Parliaments ..... 32–1 } (Ask b)
Marlboros ..... 2 }
No difference or don't know ..... 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

33–

34–

Don't know 34–Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Parliaments ..... 35–1 } (Ask b)
Marlboros ..... 2 }
No difference or don't know ..... 3 (Skip to 40)

b. Why do you think that one is the best looking?

36–

37–

Don't know 37–Y

QUESTION 39 OMITTED ON THIS FORM

40a. Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes

Parliaments ..... 41–1 } (Ask b)
Marlboros ..... 2 }
Don't know but noticed difference ..... 3 } (Skip to 41)
No—didn't notice difference ..... 4 }

b. Why did you like that one better?

42–

43–

Don't know 43–Y

41a. The Parliament cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed ..... 44–1 (Ask b)
Even with end ..... 2 (Skip to c)
Don't know ..... 3 (Skip to 42)

b. Why do you like recessed filters better?

45– }
46– } (Skip to 42)
Don't know ..... 46–Y }

c. Why don't you like recessed filter tips as well?

45–

46–

Don't know 46–Y

42. Both of these cigarettes are "long size," a size in-between regular and king size. Do you prefer this length or do you prefer regular size or do you prefer king size, or doesn't the length make any difference to you?

Prefer long size 47–1
Prefer regular size 2
Prefer king size 3
Makes no difference 4
Don't know 5

43. Would you be inclined to recommend these new Parliaments to a friend?

Yes 48–1
No 2
Don't know 3

QUESTION 44 OMITTED ON THIS FORM

1001751944

Source: https://www.industrydocuments.ucsf.edu/docs/jtgk0000